

YAVUZ YILMAZ

Senior Digital Product Designer

Adr: Cambridge, UK | Tel: +44 (0) 7715345082 | Email: yavuzyilmaz@me.com | Portfolio: <https://yavuzyilmaz.net>

PROFESSIONAL SUMMARY

I am a seasoned Senior UX/UI Designer with a proven track record of success in creating and designing user friendly, efficient, and accessible cloud based web applications as well as native desktop and mobile apps for various start-ups and large organisations. I have demonstrable expertise in working fast paced environments with direct report to C-executives, navigating through relationships with stakeholders and optimising user experience through effective and innovative designs that improve user adoption, brand loyalty and customer retention.

I am looking forward to the next project that I can take end to end ownership of the product design process and put my experience in use to continue building innovative products that users love to use while building, training, developing and motivating other team members.

ACHIEVEMENTS

- Cloud based web app (Volunteering SaaS) has improved user adoption and retention rates, increased market share through UX audit and complete redesign.
- 40% uplift in auction registration, 30% uplift in bidding conversion and 2% uplift in sell-through commissions by simplifying flows and redesigning product details page for Europe's largest auction platform.
- Designed several bespoke ID authentication and verification apps on native and web platforms for several national and international commercial banks and telecom companies.

SKILLS

Technical and soft skills:

- End to end UX design
- User centred design
- Accessibility guidelines (WCAG 2.2)
- Strong communication skills, relationship building
- Leadership, training and mentorship
- Problem resolution

Software skills:

- **Axure RP** (Advanced), **Figma** (Advanced), **Sketch** (Advanced), **Adobe XD** (Advanced), **Framer** (Intermediate)
- **Adobe Photoshop** (Advanced), **Illustrator** (Advanced), **InDesign** (Advanced)

Development and JS framework skills:

- Extensive experience working with **ReactJS**, **NextJS**, and **AngularJS**
- Extensive knowledge and development experience with **PHP**, **HTML5**, **CSS3** and **jQuery**.

PROFESSIONAL EXPERIENCE

- Abcam PLC | Dec 2020 – Oct 2024 | Senior UX/UI Design Consultant

Abcam Limited is a producer, distributor and seller of protein research tools operating worldwide from 13 locations with 1,800 employees of which 400 work in Research and Development (R&D). Abcam was listed on the Nasdaq and the London Stock Exchange until it was acquired by Danaher Corporation in 2023.

I was hired part of a UX team during company wide digital transformation project which included website redesign as well as integration with Oracle CRM and other back-end services.

KEY RESPONSIBILITIES:

- Leading **end to end UX practice including UI designs** for multiple development squads.
 - **E-commerce, from product details page to order confirmation incl. payment methods and email notifications**
Enabling customers to purchase or reach closest distributor to purchase Abcam products online channels,.
 - **Offline order/quote management system:** Internal cloud based web application for Customer Services teams to create quotes and orders as well as manage orders and quotes coming from online and offline channels.
 - **Customer Assist: Worldwide "Contact us" integration** which enables customers to find and contact Abcam offices and distributors around the world.

- **Online chat** experience designed to provide assistance supporting customers, including scientific support, documentation support as well as purchase and quotations.
- **E-procurement: Electronic order systems** integrates with Purchasing Systems as well as CRM softwares enabling complete automation from purchasing order creation.

- EBRD | Sept 2019 - Sept 2020 | Senior UX/UI Design Consultant

The European Bank for Reconstruction and Development (EBRD is an international financial institution founded in 1991 as a multilateral developmental investment bank, the EBRD uses investment as a tool to build market economies.

I was hired as UX team member during Monarch (Custom CRM) Programme, and quickly promoted to Programme Level (Lead) UX Designer to create and manage the Design system as well as overlook UX process while working on Application level features and integrations.

KEY RESPONSIBILITIES:

- **Leading team of three UX designers across 4 development teams** to implement and overlook UXD process
- **Reducing friction between product and development teams** by establishing handover process between design and development teams
- **Accessibility and consistency:** Designing UI library and Monarch Design guidelines

- Assemble Volunteer Management System (DutySheet Ltd), May – Aug 2019 | Senior UX/UI Designer

Assemble is a leading provider of cloud-based volunteer management software to hundreds of charities and public sector organisations. 3 years after this project with Assemble, The Access Group acquired DutySheet Ltd. (Assemble) in 2022.

At the time of the project, Assemble had already increased their market share and included the biggest high street charities in their customer base. During my second term, I was to understand how users use Assemble and create a report based on usability testings and while working on the new features queued for development.

KEY RESPONSIBILITIES:

- **User and stakeholder interviews and moderated usability testing** to understand how Assemble is being used daily by different persona types as well as business perspective
- **Idea validation and new feature designs** to implement remaining features in the roadmap as well as address user pain points.
- **Maintaining design system** to keep updated as Assemble evolves.
- **UI design** of all new and existing feature updates.

- Chambers & Partners | Oct 2018 – Apr 2019 | Senior UX/UI Designer

Chambers and Partners is a research firm headquartered in London, United Kingdom, that produces international rankings for the legal industry.

I was hired to work on redesign project of [chambers.com](https://www.chambers.com), reporting to CTO.

KEY RESPONSIBILITIES:

- End to end UX process including discovery, user interviews and moderated testing
- Organising workshops with senior management and product teams to understand main challenges and find solutions fast.
- Re-design of existing website and address customer pain points
- UI Design

- Cambridge Assessment (University of Cambridge) | May 2018 – Sep 2018 | Senior UX/UI Designer

Cambridge Assessment is one of Europe's largest assessment agencies, with over eight million learners in over 170 countries and marked by over 30,000 examiners every year and over 30,000 people work with Cambridge Assessment by either attending conferences or by taking part in topical debates from their desktop. It is recognised by governments around the world.

I was hired to create a concept for then outdated flash based online speaking test.

KEY RESPONSIBILITIES:

- **End to end POC prototype** from discovery to interactive prototype with a goal to make **online speaking tests** feeling natural and close to in person tests to reduce candidate anxiety. It'd work on all web browsers without any need for specialist equipment.
- **Get buy-in for the project and entailing tech stack transformation**

- **User research and usability testing** to understand what is the main pain points of candidates who is taking online speaking tests.

- **DutySheet Ltd (Assemble) | June 2017 – May 2018 | Senior UX/UI Designer**

Assemble is a leading provider of cloud-based volunteer management software to hundreds of charities and public sector organisations.

At the time of the project Assemble was at MVP stage and released to a couple select customers. I was hired to find out if there are any short comings in app's design while working on new features part of a small development team. The goal was to improve the app so users could easily adopt and use the features in during their busy days.

KEY RESPONSIBILITIES:

- End to end UX process including user and stakeholder interviews and usability testing as single UX designer
- **Comprehensive UX Audit based on established best practices and accessibility guidelines** to understand the current state of Assemble and figure out opportunities to win over users.
- **Organising and running feature discovery workshops** to understand business perspective and goals.
- **Design system, component library and guidelines** to create consistency, meet AA accessibility guidelines with improved usability that is aligned with Assemble identity and voice.
- **Complete re-design and transformation of the cloud based web app (Assemble Volunteer Management System)** to improve usability, work on the roadmap while implementing new design library and new features.

- **Auction Technology Group | June 2016 – June 2017 | Senior UX/UI Designer**

Metropress Limited, trading as Auction Technology Group, is a **digital marketplace business** listed on the London Stock Exchange (LSE: ATG). It also publishes Antiques Trade Gazette which is a London-based weekly publication and website serving the art and antiques community. and was the original genesis of the business but is now a small proportion of the group's revenues. The print publication has around 16,000 subscribers in 2015. **It is a constituent of the FTSE 250 Index.**

Key Responsibilities:

- **End to end UX design process as single UX designer.**
- **Improve conversion rates of three main auction platforms** by re-design during digital transformation
 - www.the-saleroom.com | www.bidspotter.com | www.i-bidder.com
- **Complete re-design of live auction platform, Gap-Live**, during digital transformation project to improve it's usability and browser support.
- **IA and re-design of www.auctiontradegazette.com** during introduction of digital subscriptions and pay wall.

- **IDSCAN BIOMETRICS LTD | Mar 2011 - May 2016 | Various**

IDscan Biometrics, a provider of hardware and software that automates on-boarding of customers and employees by simplifying the identity verification and data capture process. IDscan Biometrics SDK helps authentication of documents including passports, visas, ID cards, driving licenses, utility bills and work permits whilst also capturing facial biometrics which provides proof that those documents are not stolen. IDscan Biometrics was acquired by GB Group on Jun 29, 2016.

I held 3 different positions at IDscan over the years

• **Senior UX/UI Designer | Aug 2015 – May 2016**

KEY RESPONSIBILITIES:

Scrum master of SaaS Development Squad, end to end design process of cloud-based ID authentication and verification software, design bespoke cloud based applications for international clients including high street banks and telecom companies.

- **Senior Designer | Nov 2013 – Aug 2015**
- **Design Contractor | Mar 2011 – Nov 2013**

EDUCATION

1. Marmara University, Print Technologies & Graphic Design – BA, Istanbul - 2006
2. Marmara University, Print Technologies & Graphic Design – FdA, Istanbul - 1999